



2006 Healthy Youth Survey Recruitment Training Local Recruitment Plans

Purpose:

The purpose for creating an ESD level Recruitment Plan for the 2006 Healthy Youth Survey is to achieve greatest possible survey participation so that quality building-, district-, county-, and ESD-level reports can be produced and to:

- Increase understanding of the recruitment process and responsibilities
- Increase survey stakeholder involvement in the recruitment process
- Decrease duplication of recruitment efforts
- Increase school district and building satisfaction with participating in the survey
- Build relationships between survey stakeholders for future collaborations and data sharing

Process Overview:

1. Assemble a group of survey stakeholders in the ESD
2. Create a written Recruitment Plan that describes the recruitment process for the 2006 Healthy Youth Survey in the ESD.
 - a. Determine how initial recruitment will occur for the different districts and buildings, taking into consideration survey participation history and local recruitment resources
 - b. Determine who is responsible for each area of recruitment
 - c. Establish recruitment timelines
 - d. Determine methods and individuals responsible for follow-up recruitment of schools
3. Create system for ongoing communication between survey stakeholders

Process Details:

1. Announcement letter sent to district superintendents and building principals.
 - Sent by OSPI in January, 2006
 - The letter can be viewed on the HYS06 web site and the OSPI web site
2. Recruitment Training (Creation of Local Recruitment Plan)
 - Review past survey participation on county level spreadsheets and categorize likelihood to participate in the 2006 survey
 - Identify and create list of districts and buildings with specific barriers to participation and brainstorm possible methods for overcoming these barriers
 - Determine standard initial and follow-up recruitment methods for districts/ buildings that are likely to participate.
 - Determine specific initial and follow-up recruitment methods for districts/buildings with identified barriers
 - Create a list of training participants to establish method for ongoing communication
 - Training will be held January 25, 2006
3. Initial recruitment of districts/buildings who are likely to participate (have participated in the past, support the survey, etc.)

- Will any personal contact with superintendents and principals occur?
 - What type of contact will be made – phone call, email, visit, etc?
 - Who will be responsible for contact – ESD staff, P&I, local health, community mobilization, etc?
 - When will the contact occur – specific dates or date range?
4. Initial recruitment of districts/building who are NOT likely to participate (have not participated in the past, have barriers to participation, etc.)
 - What type of contact will occur with superintendents and principals - will it be a phone call, email, visit, etc?
 - Who will be responsible for contact – ESD staff, P&I, local health, community mobilization, a combination of agencies, etc?
 - When will contact occur – specific dates or date range?
 5. Review participation status using RMC website to determine which districts/buildings need further contact
 - Who is responsible for keeping track of participation status?
 - How will information about participation status be disseminated to the stakeholders in the ESD
 - When will recruitment status be reviewed – specific dates or date range? When will status be disseminated to stakeholders – specific dates?
 6. Follow-up recruitment of districts and buildings that indicated they would participate but have not registered occur?
 - What type of contact will it be – phone call, email, visit, etc? How will it differ from the initial contact?
 - Who will do follow-up?
 - When will follow-up occur – specific dates or date range?
 7. Follow-up recruitment of districts and buildings that indicated they do NOT want to participate.
 - If district or building declines participation will further recruitment efforts take place?
 - Does it make a difference if the building is in the state or a county sample?
 - If yes, how will they differ from the initial recruitment method?
 - Who will be responsible for further recruitment?
 - When will further recruitment occur – specific dates or date range?
 - If no, how will stakeholders receive information to cease further district/building recruitment?

Suggestions for Facilitating the Recruitment Plan Process

1. Discuss regional recruitment efforts in 2002 and 2004 – successes and opportunities for improvements.
2. Get to know each other – which agencies are represented which schools they work with, how do they plan to use the 2006 Healthy Youth Survey results, etc.
3. Explain the purpose for creating a regional Recruitment Plan:
 - Increase survey participation for quality building, district, county, ESD results
 - Increase understanding of the recruitment process and responsibilities
 - Decrease duplication of recruitment efforts
 - Increase school districts/buildings satisfaction with participating in the survey
 - Increase survey stakeholder involvement in the recruitment process
 - Build relationships between survey stakeholders for future collaborations and data sharing
4. Clearly describe what the final Recruitment Plan should look like:
 - It is a plan for all school districts and buildings in the ESD
 - It is a written document containing details on:
 - How initial recruitment will occur for each district/building
 - Who is responsible for each area of recruitment
 - When recruitment will occur
 - How follow-up recruitment will be conducted
 - Who survey stakeholders are and how they will be involved in ongoing communication about the survey
5. If there are a large number of Training participants, breakout survey stakeholders into county groups to work out local details and then bring the information back to the larger group for inclusion in the Plan.
6. Have additional materials that may be useful during the planning process such as previous survey reports, superintendent and principal contact lists, copies of materials on the RMC or DOH HYS websites